

Under the influence of the influencer: what mechanism explains an influencer's influence on product evaluations?

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Abstract

The idea that an influencer's influence on product evaluation is better understood by identification mechanisms than by source credibility variables and ELM, was investigated in three studies. The results support that identification is the more significant mediation mechanism and that influence is unaffected by the level of elaboration.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing*

Track: Consumer Behaviour